

GRABARZ & PARTNER

PRESS RELEASE

Grabarz XCT puts authentic customer voices at the heart of the new congstar campaign

Hamburg, 22 July 2025

The Hamburg-based agency Grabarz XCT has developed the new campaign "You celebrate us. And we celebrate you." for congstar, placing the voices of the congstar community at the center of the brand's communication. Customer satisfaction and trust are brought to life in an authentic and emotional way.

The creative team at Grabarz XCT has crafted a campaign that makes real customer voices both visible and audible, translating the enthusiasm for the brand directly into the communication. The campaign, launching today, spans out-of-home placements, digital measures and two films that put customers at the heart of the storytelling and give their positive feedback a stage. The foundation for this is the large number of enthusiastic responses on social media, review platforms, as well as an above-average Net Promoter Score (NPS), all of which underline congstar's strong level of customer loyalty. After all, satisfied customers are not only the best advertising – they're also congstar's biggest motivation.

For the launch, musician **PaulWetz** has reinterpreted his song "Ode an den Bass," enriched with real comments from the congstar community. The result is a soundtrack that entertains, surprises and conveys genuine emotion. A second film will follow in September, focusing on congstar's home internet offering: Here, creator and comedian **Parshad Esmaeli** brings community voices to life with her characteristic humor.

Both executions rely on authentic, real comments from the community, lending the brand credibility and authenticity. At the same time, the campaign stays true to congstar's visual signature: bold, reduced, and highly attention-grabbing. Director **Adam Munnings** brought the campaign to life with a strong sense for diversity and contemporary brand communication. Behind-the-scenes clips offer additional insights, while congstar creators like **Domingo** and **Valentina** carry the customer stories into the digital community.

"The real voices of the community are the heart of this campaign – they stand for trust, relevance and credibility. Our goal was to use these voices so powerfully that they become the driving creative force behind the entire communication," says **Mattes Hoffmann**, Managing Director Creation at Grabarz XCT.

"congstar is a brand that truly lives fairness and closeness – and we translated this spirit into creative ideas that anchor the brand in people's everyday lives

while underlining its authentic relationship with the community," says **Joe Fuchs**, Managing Director Consulting at Grabarz XCT.

Anke Drewicke, Head of Marketing and Sales at congstar, adds:

"Grabarz XCT impressed us with their creative energy and deep understanding of our brand. The campaign reflects our attitude and our appreciation for the people who make congstar what it is: our customers. With this campaign, we not only want to say thank you, but also send a clear message of fairness and authenticity to the market."

Press contact:

Amelie Claassen

Manager Corporate Communications

Mobile. +49-173-374 8228

amelie.claassen@omc.com

Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

About congstar:

The telecommunications provider congstar offers fair mobile and home internet services to more than 7 million customers. Since its market launch in 2007, congstar's business success has been driven by the combination of excellent D-network quality, affordable prices, flexible contract options and a distinctive brand identity. Over 90 percent of congstar customers are satisfied and would recommend the brand. congstar is also perceived as significantly fairer than other telecommunications brands.

Since 2012, congstar has been the mobile communications partner of the REWE Group and the technical service provider for the ja! mobil and Penny Mobil tariffs. In 2020, the app-based mobile brand fraenk—also developed and operated by congstar—entered the market. With more than 300 employees, congstar embraces its corporate responsibility in many areas. For example, congstar is the main sponsor of FC St. Pauli and engages in joint initiatives against racism. The Bertelsmann Foundation has certified congstar as an especially family-friendly employer. According to the international research and consulting institute Great Place to Work®, congstar has been recognized for several years as one of Germany's best employers.

congstar products and services receive regular awards from media outlets such as Handelsblatt, Focus Money and connect. congstar offers are available at www.congstar.de via the congstar app, through the order hotline 0221 79700700, and from numerous partners in specialist retail and grocery retail.

About Grabarz XCT:

Grabarz XCT stands for communication that makes brands tangible – surprising, relevant and always in tune with the times.

Founded in 2019 and part of the Grabarz & Partner Group, the agency develops campaigns that move people and stage brands emotionally. Whether bold purpose-driven campaigns or immersive brand experiences – Grabarz XCT sees communication as a holistic journey along the customer journey, with a clear goal: to make brands more exciting.

Under the leadership of Joachim Fuchs (Managing Director Consulting) and Matthias Hoffmann (Managing Director Creation), Grabarz XCT brings together disciplines such as live communication, sponsorships, digital and retail with classic brand communication for clients including congstar, IKEA, Union Investment, DEVK, Dr. Oetker and Sparda-Bank.

The guiding principle — "Your brand is more exciting than you think" — captures what drives Grabarz XCT: showing brands in a new light and unlocking their full potential – surprising, creative and to the point.